LEO BURNETT U.S.A.
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Merit Reputation Growing.

'Enriched Flavor'™ tobacco strong attraction for increasing numbers of high tar smokers.

LOW TAR-"ENRICHED FLAVOR"

Finding good taste in a low tar cigarette is no longer a problem for high tar smokers.

The taste of one low tar cigarette is changing the minds of hard line "taste" smokers. That cigarette: MERIT.

75% of MERIT smokers are coming directly from higher tar brands.

'Enriched Flavor' Tobacco The Reason

By cracking cigarette smoke down into separate elements, researchers were able to isolate certain key flavor-rich ingredients that deliver taste way out of proportion to tar.

The result is 'Enriched Flavor' tobacco. It's convincing the toughest critics of low tar smoking.

Tests among thousands of smokers show why.

Taste-Test Proof

MERIT and MERIT 100's were both tested against a number of higher tar brands.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco.

And you can taste it.

Kings: 8 mg "Tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug.'77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

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